

## AMENDMENTS TO THE CLAIMS

1-37: (canceled)

38. (previously presented) A computer-implemented method, comprising:

tracking referrals of users from each of a plurality of referring web sites to a target web site that hosts an electronic catalog of items, said referrals resulting from user selections of links provided on the referring web sites;

identifying a group of users referred to the target web site by a selected subset of said plurality of referring web sites, said group of users comprising a plurality of users, and representing a subpopulation of a general user population of the target web site;

collecting user activity data reflective of preferences of particular users for particular items represented in the electronic catalog of items, said user activity data encompassing actions of both members and non-members of said group of users;

identifying a set of items that correspond to group preferences of said group of users, wherein the set of items is identified based on the collected user activity data of both the members and the non-members of said group of users; and

causing the set of items to be displayed (a) on the target web site to users who are referred thereto from a referring web site in said subset of referring web sites, and/or (b) on a referring web site in said subset of referring web sites.

39. (previously presented) The method of Claim 38, wherein identifying the set of items comprises programmatically analyzing the collected user activity data of the members and non-members of the group to identify items that are significantly more popular among the group of users than in the general user population.

40. (previously presented) The method of Claim 38, wherein identifying the set of items comprises programmatically analyzing the collected user activity data of the members and non-members of the group to identify items for which the group's preferences are significantly greater than the general user population's preferences.

41. (previously presented) The method of Claim 38, wherein the user activity data comprises data descriptive of item purchases made by users.

42. (previously presented) The method of Claim 38, wherein the user activity data comprises user-specific item viewing histories.

43. (previously presented) The method of Claim 38, wherein the method comprises causing the set of items to be displayed on the target web site to users who are referred thereto from a referring web site in said subset of referring web sites.

44. (currently amended) The method of Claim 38, wherein the method comprises causing the set of items to be displayed on a ~~landing page of the target web site~~ page that is initially presented to a user when [[a]] the user is referred thereto to the target web site from a referring web site in said subset of referring web sites.

45. (currently amended) The method of Claim 44, wherein the ~~landing~~ page is a product detail page of the target web site.

46. (previously presented) The method of Claim 38, wherein the method comprises causing the set of items to be displayed on a referring web site in said subset of referring web sites.

47. (previously presented) The method of Claim 38, wherein the set of items is caused to be displayed together with a community name associated with said group of users.

48. (previously presented) The method of Claim 38, wherein the subset of referring web sites consists of a single referring web site.

49. (previously presented) The method of Claim 38, wherein the subset of referring web sites includes one or more associate web sites.

50. (previously presented) The method of Claim 38, wherein the subset of referring web sites consists of a plurality of referring web sites that are associated with a common topic.

51. (previously presented) The method of Claim 38, wherein the items include books that are available for purchase from the target web site.

52. (previously presented) The method of Claim 38, further comprising repeating the method for each of a plurality of additional groups of users, each group corresponding to a different respective subset of the plurality of referring web sites, and corresponding to a different respective topic.

53. (previously presented) A computer system, comprising:

a referral tracking system that tracks referrals of users from a plurality of referring sites to a target site, said target site including an electronic catalog of items;

a data repository that stores user activity data reflective of user actions performed with respect to items represented in the electronic catalog, said user activity data reflective of user preferences for particular items; and

a recommendations service configured to (a) identify a group of users that have been referred to the target site by a selected subset of the referring sites, (b) analyze the user activity data of both members and non-members of said group to identify a set of items that are significantly more popular in the group than in a general user population of the target site, and (c) cause the identified set of items to be suggested to users that visit a referring site in said subset of referring sites.

54. (previously presented) The computer system of Claim 53, wherein the user activity data identifies item purchases made by particular users.

55. (previously presented) The computer system of Claim 53, wherein the user activity data comprises user-specific item viewing histories.

56. (previously presented) The computer system of Claim 53, wherein the recommendations service is configured to cause the set of items to be displayed on the target site to users who are referred thereto from a referring site in said subset of referring sites.

57. (currently amended) The computer system of Claim 53, wherein the recommendations service is configured to cause the set of items to be displayed on a landing page of the target site page that is initially presented to a user when [[a]] the user is referred thereto to the target site from a referring site in said subset of referring sites.

58. (currently amended) The computer system of Claim 57, wherein the landing page is a product detail page of the target site.

59. (previously presented) The computer system of Claim 53, wherein the recommendations service is configured to cause the set of items to be displayed on a referring site of said subset of referring sites.

60. (previously presented) The computer system of Claim 53, wherein the recommendations service is configured to cause the set of items to be displayed together with a community name associated with said group of users.

61. (previously presented) The computer system of Claim 53, wherein the subset of referring sites consists of a single referring site.

62. (previously presented) The computer system of Claim 53, wherein the subset of referring sites includes a plurality of referring sites associated with a common area of interest.

63. (previously presented) The computer system of Claim 53, wherein the subset of referring sites includes one or more associate sites.

64. (previously presented) The computer system of Claim 53, wherein the items include books that are available for purchase from the target site.

65. (previously presented) The computer system of Claim 53, wherein the recommendations service is configured to identify items that are unusually popular in each of a plurality of groups, each group corresponding to a different respective subset of the referring sites, and corresponding to a different area of user interest.